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FOR FOOD DISTRIBUTION ADVISORY COMMITTEES NORTHEAST REGION

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AMERICANS EAT BETTER THAN BRITISH IN '44

Despite the expansion of military food needs and large shipments to the Allies, United States and Canadian food supplies for civilians in 1944, in most cases, were, as the result of greatly increased production, maintained or increased as compared with 1943.

Food supplies for civilians in the United Kingdom also showed some improvement over 1943, but continued below the United Kingdom pre-war level for many foods and below 1944 levels in the United States and Canada for dairy products, meat, eggs, sugar, and fruit.

These findings were disclosed in the second report of the Combined Food Board.

In both the United States and Canada, meat consumption in 1944 was nearly 50 pounds per capita more than that of the United Kingdom. Consumption of potatoes, however, in the United Kingdom is estimated to have exceeded by 140 pounds per capita that of the United States and by 95 pounds that of Canada.

All three countries showed a general increase in consumption of fluid milk in 1944 as compared with 1943.

Food supplies of all three countries in 1944 were sufficient to maintain reasonable health.

NO RELIEF SEEN IN MANPOWER SITUATION FOR NORTHEAST REGION

Due to increased tempo of war production, wholesale, retail and other distributive food trades can expect little relief in the manpower situation for the next several months.

Most of the larger markets in the Northeast Region are densely populated communities that have been classified by the WMC as critical labor areas.

Meat packing and slaughtering, production of dairy products, egg processing, and sugar production are listed as critical activities.

However, a member of the distributive trade running into serious labor shortages can appeal for relief through his district WFA representative who is a member of the War Manpower Priorities and Production Urgency Committee.

REMEMBER:

One tablespoon of used fat
makes enough synthetic
rubber for two gas masks.

One pound of used fat
makes enough explosives to
fire four 37mm. anti-
aircraft shells.

SALVAGE WASTE FATS!

ORANGES IN NORTHEAST MARKETS IN PLENTIFUL SUPPLY

Orange shipments from California and Florida are reaching the seasonal marketing peak.

Smaller crops are also coming from Texas, Arizona, Alabama, Mississippi, and Louisiana.

This year the early varieties of oranges from California got off to a slow growing start, and rainy weather further delayed harvesting. More recently, bad weather in the Middle-West tied up transportation. However more than 19 million boxes of Naval oranges are expected from California and Arizona before the end of the season. Prospective supply of Valencias is estimated at 36 million boxes.

Despite the hurricane loss, Florida is expected to market 42 and a half million boxes of oranges this year. In the past, Florida led in citrus production. However, severe freeze in 1894 killed off a large percentage of the trees. Heavy plantings during the 1930's plus improved cultural practices are bringing Florida back.

SUPPLIES

Adequate supplies of coffee are in view for 1945. Stocks on hand are ample, as the September total was about 606,000,000 pounds, and Brazil was under agreement to ship 1,000,000 pounds of coffee to this country in October, November, December each. Additional supplies also come in from other Latin-American nations.

Supplies of potatoes are short in most markets in the Northeast and may continue to be for some time. Drought conditions during the growing season in some of the major producing areas have reduced the yield of potatoes. Army requirements are large. It has also been found that Maine potatoes are going to markets farther away than normally.

Total receipts from sales in the Northeast Region of food held by WFA were \$259,755.81 for the period January 1-27 inclusive,

BUTTER SET-ASIDE RESUMED; SHORTAGE CONTINUES

To meet urgent military requirements, the Government is stepping up its purchases of butter.

Each producer is required to set aside twenty-percent of his creamery butter in February and 25 percent in March for sale to Government agencies. The set-aside is being resumed two months earlier than last year.

This indicates there will be a continued shortage of butter and that there is little hope for improvement of the butter situation for civilian consumption.

PLENTIFUL FOODS

Fresh fruits and vegetables expected to be in plentiful supply in most markets in the Northeast Region during February are: oranges, apples (especially lower grades and smaller sizes), onions, spinach, beets, turnips, and rutabagas.

Other foods which will be available in abundance include: dry mix soups; soya flour, grits and flakes; citrus marmalade, jams (except berry varieties), jellies, and apple butter; wheat flour and bread; macaroni, spaghetti, noodles; oatmeal.

ADVISORY COMMITTEES

As a result of a resolution passed by the New York City Food Advisory Committee asking for increased representation on national food advisory committees, the Washington office of WFA has assured New York food distributors of representation in proportion to the size, importance, and peculiar nature of New York markets.